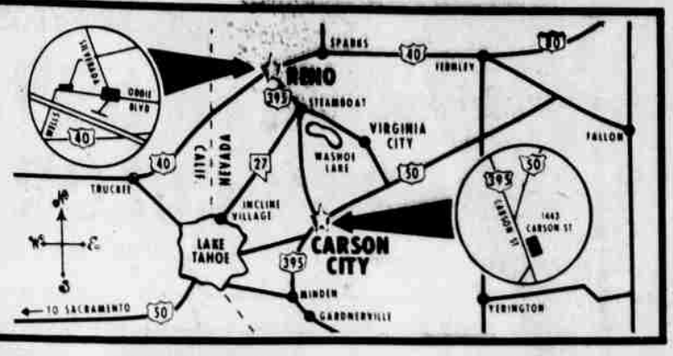
THE NEW DISCO STORY

NOW TWO BIG STORES IN NEVADA
With the opening of our big, new Carson City store we will have two gigantic Discount Department Stores to serve you.



SPECTACULAR GRAND OPENING CELEBRATION FOR NEW CARSON CITY STORE STARTS WED., DEC. 3

The gigantic new Disco discount department store will open in Carson City Wednesday, December 3rd with a gala Grand Opening celebration. The store, located at 1443 South Carson Street, will feature 30 gigantic complete departments.

SPECTACULAR BARGAINS AND FREE PRIZES TO BE OFFERED DURING CELEBRATION

Free prizes! Free drawings! Free demonstrations! Free baloons for the kiddies will be the order of the day. Coupled with these sensational Free offers will be outstanding buys!

ELMER BAXENDALE has been appointed Manager of the new Disco Carson City store. Previously he had been manager of Disco Reno.

BAXENDALE TO MANAGE NEW STORE

"I am looking forward, with great zeal, to my new and challenging assignment as Manager of the new Carson City Disco Discount Department store" stated Elmer Baxendale.

Baxendale is being transfered from the Reno store which he managed since its inception.

"I am looking forward to taking up residence with my family in Carson City. As a child the folklore and the history of Carson City always intrigued me,' stated Baxendale.

Baxendale will bring a wealth of merchandising and managerial experience to Disco Carson City. He has been in the retail field continuously since 1946.

"My promise to the residents of the greaterCarson City area is simple but positive. We will offer the greatest selection of merchandise at the lowest prices. . . everyday" said Baxendale.

YOU MAY CHARGE IT AT DISCO

No matter what you purchase, you will be able to charge it at Disco either on Bankamericard or your Master Charge. It's easy! It's fast! It's convenient!

At Disco you can always charge your purchase!

ROBERT T. BURLEIGH
Head of the Disco Chain

SHOP 7 DAYS AND NIGHTS AT DISCO

Disco Discount Department store brings to Carson City a new convenience in shopping as well as discount prices.

At Disco you can shop seven days a week. Disco's store hours are Daily through Saturday 10 a.m. til 9 p.m. and Sunday from 10 a.m. til 7 p.m.

Remember . . . at Disco discount department stores you can shop seven days and seven nights a week.

But . . . more than just convenient hours Disco offers all the convenience that make shopping a pleasure. At Disco you'll find wide aisles, carpeted floors, plenty of lighting, clean rest rooms and plenty of free parking.

And the convenience of selection at Disco is beyond comparison. At Disco you'll find that each of the 30 huge departments is "stacked high" with merchandise assuring you the greatest in selection . . . always.

Doors Open Dec. 3 10 A.M.

"JUST IN TIME FOR CHRISTMAS" SAYS BURLEIGH

"When negotiations were first started with the management of the Grey Reid operation regarding the Disco take-over of their Carson City store, we wondered if it would be possible to open the store before Christmas. Fortunately at Disco we are blessed with a tremendous amount of professional and enthusiastic talent which guaranteed the Grand Opening for December 3rd," stated Bob Burleigh, head of the Disco chain.

"Our hope was to provide a discount department store in time for the Carson City area residents to do their Christmas shopping. Every since the opening of our successful store in Reno we hoped to expand our operations to the state Capitol!" said Burleigh.

"We wish publicly to thank all the citizens of the area who have given us such invaluable advice regarding our opening and to reiterate that its with pride that Disco comes to Carson City. We will not disappoint you," reassured Burleigh.

TREMENDOUS SELECTION OF fine quality jewelry with huge indepth stock, is the Jewelry story at Disco. Typical display (above) shows the huge selection. Top name brands, to be discounted. . . . AND at Disco you may charge all your purchases on Bankamericard or Master Charge! No matter what your jewelry needs may be you can satisfy them at Disco.

ROW AFTER ROW AFTER ROW of Dresses, slips and robes dominate the gigantic Womens and Junior Miss departments. Selection and variety is the Hallmark at Disco. Latest styles and wide range of sizes.

EVERY ITEM DISCOUNTED EVERY DAY

At Disco discount department store you will find their promotional philosophy of discount pricing of every item every day . . . far below competition means spectacular savings to you. Then, every week you will find additional "special bargains" wherein the discount prices have been slashed even further.

The tremendous bargains to be announced during the Grand Opening celebration are just a small sample of the many, many, sensational buys that will await you.

Disco department stores are a Division of Daylin Inc. whose corporate offices are located in Beverly Hills, California.

DIGNITARIES TO ATTEND GALA EVENT

The list of dignitaries attending Disco's Grand Opening celebration reads like a Carson City "Who's Who"! Those invited include: Mayor Eugene Scrivner; City Supervisor John Meder; City Supervisor L. Gene Gold; City Supervisor George Criteser; City Supervisor George Gottschalk; City Clerk Bill Goni, City Manager Hank Echtemndy, City Engineer Jim Rankin.

AND THE LIST GOES ON!

Also invited are: Sheriff of Carson City Robert R. Humphreys; Recreation Director Dennis Sullivan; Chamber of Commerce President Bill Dolan; Chamber of Commerce Vice President Dan Flammer; Chamber of Commerce Treasurer Wally Deitel; Jack King Manager Nevada Appeal; Judy Reeder Executive Secretary Chmaber of Commerce; Bill Dunfield Postmaster, Francis Carrington, and Normond Linder.

EXTRA! EXTRA!

SPECIAL CHRISTMAS HOURS ANNOUNCED

For the convenience of Disco customers the store hours will be:

DAILY: 10 A.M. 'til 10 P.M.

SUNDAYS 10 A.M. 'til 7 P.M.

Disco will close Christmas Eve at 6 p.m. and will remain closed on Christmas Day.

"COLLEEN OF DISCO" to appear at Grand Opening Celebration to meet and greet shoppers.

COLLEEN OF DISCO TO APPEAR AT GRAND OPENING

Colleen of Disco will be on hand at the Grand Opening ceremonies of the new Carson City store to meet and welcome those attending the gala event.

VARIED DUTIES

Miss Disco, whose position is many fold has the primary function of: (1) Conduct in-depth interviews with customers both inside and outside the store to find out how Disco may better serve the area; (2) To organize male, female and childrens fashion shows; (3) Establish constant communication with service clubs and be available for speaking engagements; (3) Be present at all celebrations; (4) write a column in Disco's "Circular" (5) Be available for local parades and festivities, etc.

MOTHER & HOMEMAKER

"Miss Disco, who is a home maker and mother brings to the position the prestige and dignity so essential to make that position a success" stated Mike Fagg, advertising manager,

SOFT-WARM DECOR!

The soft, warm decor and carpeting that graced the former Grey Reid store has been retained. Certain remodeling aspects will be apparent and the addition of new departments will be noticed.

"Of course one big difference will be the discount pricing structure throughout each department.

As is customary with a Disco Grand Opening, a "Ribbon of Money" will be cut and the monies will be presented to a local charity.

COLLEEN TO APPEAR

Disco's own "Colleen of Disco" will be on hand to welcome everyone and to extend greetings as well as to answer questions. Colleen represents the typical homemaker and her function at Disco is to be ever alert to see that the needs and problems of Disco customers are met and solved.

DISCOUNT POLICY

Every item at Disco is discount priced every day! Not just a few "come on items" but every item is discount priced every day. And . . . at Disco you'll find tremendous selections in every department. In fact, with the opening on Wednesday, Disco will be stocked with over $1,000,000.00 worth of merchandise.

HUGE BUILDING

The gigantic 56,000 square foot building is extremely well lighted, fully air conditioned, features wide aisles, modern and clean rest rooms and plenty of free parking.

LOCATED IN MALL

Located on the South end of town, in the Carson Mall, Disco will be open daily from 10 a.m. til 9 p.m. and on Sunday from 10 a.m. til 7 p.m.

SAVE ON CHRISTMAS BUYING NOW DURING OUR GRAND OPENING SPECTACULAR!

TRAFFIC'S HEAVY ON ABBEY ROAD!

THE NATIONS TOP SELLERS At Disco's Low Low Sale Price!

"THE BEATLES"

The Beatles newest. Better than ever! 16 great new songs, including "Something", "Come Together", "Here Comes the Sun", Maxwell's Silver Hammer", and many more! And now available at a lower-than-ever price. . .

GRAND OPENING SPECIAL! 6.98 VALUE 3.79 EA.

Apple Records

GRAND OPENING RECORD SALE

THE SEASON'S FINEST STEREO ALBUMS AT LOW PRICES!

- RCA RECORDS **PERRY COMO** "Perry Como Christmas Album"
- ATLANTIC RECORDS **LED ZEPPLIN** "Led Zepplin #2"
- LONDON RECORDS **TOM JONES** "Live in Las Vegas"
- COMMAND RECORDS **DICK HYMAN** "Moog"
- A & M RECORDS **HERB ALPERT** "Brass Are Comin"
- LIBERTY RECORDS **CANNED HEAT** "BEST OF COOKBOOK" 3.59

TAKE YOUR PICK

GRAND OPENING SPECIAL! OUR REG. 3.57 DISCOUNT PRICE 2.99

CHRISTMAS ALBUM BONANZA

6.98 VALUES

Songs of the season! Music to bring that warm holiday glow to your home this year. A wonderful selection of best loved titles and artists awaits your choosing!

1.47 EA.

STEREO 8 CARTRIDGE TAPES

7.98 VALUES

Choose from hundreds of groovy titles! You'll find music of all varieties in this bundle of 8 track bargains. All reduced . . . Huge Savings!

2.99 EA.

DISCO'S GREAT STEREO TAPE SPECTACULAR!

ANOTHER GREAT VALUE!

- BLIND FAITH "Blind Faith"
- JOHNNY CASH "At San Quentin"
- LETTERMEN "Hurt So Bad"
- VARIOUS ARTISTS "All Star Country Christmas"
- BLOOD SWEAT & TEARS "Blood Sweat & Tears
- CREEDENCE CLEARWATER "Green River"
- SANTANA "Santana"
- BOB DYLAN 'Nashville Skyline'

PLUS THIS SUPER BUY! AMPEX TAPES **BOB DYLAN** "NASHVILLE SKYLINES" 5.99

TAKE YOUR PICK!

GRAND OPENING SPECIAL! DISCO DISCOUNT PRICED 5.19 EA.

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